

<p><b>Strategic Goal #5: By FY2006, increase the percentage of U.S. exporters aware of Ex-Im Bank by 20% (off of the FY2001 base).</b></p>
--

**Annual Performance Goal 5.1: In FY2001, develop a baseline in order to measure the percentage of U.S. exporters aware of the Ex-Im Bank.**

*Ex-Im Bank has focused its outreach efforts to offset exaggerated risk perceptions that are widespread throughout the U.S. export finance community.*

**Measure:**

**Data Source:**

A survey of US exporter awareness of Ex-Im Bank services

**Baseline:**

Ex-Im Bank currently receives applications from on average 150 exporters per year of which roughly 50% are new to Ex-Im Bank. According to US government statistics there are roughly 210,000 exporters in the US. There exists a significant gap between the number of exporters that do use Ex-Im Bank and the number that don't. Ex-Im Bank questions whether these companies are not using Ex-Im Bank because they don't need its services, don't like its services, or are not aware of its services.

**Verification and Validation:**

Ex-Im Bank will contract for a statistically reliable survey of US exporters. The results of the survey will be the contract deliverable.

**Means and Strategies:**

***2001 Strategies***

- Ex-Im Bank will initiate a survey to establish exporter awareness.
- Ex-Im Bank will evaluate the effectiveness of its marketing techniques in terms of increased awareness, increased applications, increased exports supported and cost effectiveness.
- Ex-Im Bank will establish an e-commerce portal for matching buyers, exporters and financing needs/opportunities.

***Means***

**Human Resources:**

Ex-Im Bank's Business Development Division has a staff of 49 (including 3 FTEs mentioned in annual performance goal 3.5) engaged in the sales and marketing of Ex-Im Bank's products and in developing dynamic products that meet the demands of the marketplace. The division is divided into four units: Marketing, Sales, Product Development, and a group, the Emerging Exporter Group, solely dedicated to marketing to underserved exporters. The FTE resources will be used for both this goal and annual performance goal 5.2.

Program Budget:

None

Administrative Budget:

The Business Development Division requires a travel budget of \$418,480. The BD division spends its travel budget on travel to speak and participate in conferences and trade shows and for visits to prospective clients. These travel resources are used to pursue both this goal and annual performance goal 5.2.

Technical Resources:

Ex-Im Bank will use existing computer and management information systems (including the ACT customer management software) to measure the effectiveness of various marketing techniques in increasing exporter awareness and use of Ex-Im Bank programs.

**External Factors:**

- The biggest factor affecting this goal is the interest of the private sector in working with Ex-Im Bank. At the very least, this effort will develop additional information on the level of need for Ex-Im Bank and allow Ex-Im Bank to better identify the likely demand for its programs.
- The pace at which technology changes international business will affect the successful achievement of this goal. Many of Ex-Im Bank's initiatives will use technology to reach out to users. If access to and use of technology by small US exporters and foreign buyers does not move apace with Ex-Im Bank's use of technology, Ex-Im Bank may not be able to serve as many needy customers.

**Annual Performance Goal 5.2: In FY2001, increase the number of new-to-Ex-Im Bank customers by 5%.**

**Measure:**

**Data Source:**

Ex-Im Bank's participant database and application processing systems

**Baseline:**

New to Ex-Im Bank Customers					
	FY96	FY97	FY98	FY99	FY00*
<i>Number of new to Ex-Im Bank customers</i>	48	96	68	67	91
<i>Percentage increase</i>	-30%	100%	-29%	-1%	36%

\*preliminary

### **Verification and Validation:**

Ex-Im Bank's outside auditor audits Ex-Im Bank's participant and application processing systems. The information in these systems is key to recording approvals and monitoring exposure. Thus, this information is meticulously maintained.

### **Means and Strategies:**

#### ***2001 Strategies***

- Ex-Im Bank will make use of additional outreach partners.
- Ex-Im Bank will make the application process easier, reducing the application from 7 to 2.5 pages.
- Ex-Im Bank has organized sales representatives in niche markets that include women-owned and minority-owned exporters, exporters located in rural and urban areas, and environmental exporters.
- Ex-Im Bank will establish aggressive sales targets for its marketing staff.
- Ex-Im Bank will follow up with all inquiries for more information.

### ***Means***

#### Human Resources:

Ex-Im Bank's Business Development Division has a staff of 49 engaged in the sales and marketing of Ex-Im Bank's products and in developing dynamic products that meet the demands of the marketplace. The division is divided into three units: Marketing, Sales, and Product Development. The FTE resources will be used for both this goal and annual performance goal 5.1.

#### Program Budget:

None.

#### Administrative Budget:

The Business Development Division requires a travel budget of \$392,550. The BD division spends its travel budget on travel to speak and participate in conferences and trade shows and for visits to prospective clients. These travel resources are used to pursue both this goal and annual performance goal 5.1.

### Technical Resources:

Technical resources are already accounted for in annual performance goal 5.1

### **External Factors:**

- The biggest factor affecting this goal is the interest of the private sector in working with Ex-Im Bank. At the very least, this effort will develop additional information on the level of need for Ex-Im Bank and allow Ex-Im Bank to better identify the likely demand for its programs.
- Another factor affecting achievement of this goal will be Ex-Im Bank's ability to identify potential new users. This effort will come from improved surveying techniques and a new customer tracking system.
- A factor will be whether or not those exporters who have not heard of Ex-Im Bank truly need the services the agency provides. If financing is not holding back these exporters, then increasing their knowledge of Ex-Im Bank will not increase their use of the program. In light of the large number of exporters who have never heard of Ex-Im Bank it is considered likely that a significant percentage could use the assistance Ex-Im Bank provides.
- The pace at which technology changes international business. Many of Ex-Im Bank's initiatives will use technology to reach out to users. If the development of technology does not move apace with small US exporters and foreign buyers, Ex-Im Bank may not be able to serve as many needy customers.

